DEPARTMENT OF PUBLIC HEALTH

COUNTY OF SAN BERNARDINO



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FOR IMMEDIATE RELEASE

May 21, 2013 PSA #13-23 CONTACT: Maureen Tran Nutritionist (909) 388-5650

CELEBRATE THE BEST AT FRUIT AND VEGGIE FEST

The Network for a Healthy California and Grocers Statewide Help Shoppers Get Healthy

WHAT:

Each May the *Network for a Healthy California* (*Network*), and its grocery store partners statewide, hold Fruit and Veggie Fest events to encourage shoppers to fill their carts with the best healthy foods for their families and to learn healthy habits like making half of every plate fruits and vegetables. During the free events shoppers can take advantage of special promotions on fruits and vegetables, talk with nutrition experts and go on store tours to learn about the healthy choices in every aisle.

In the Inland Empire, Cardenas Market has partnered with the *Network* for more than 10 years to make their shoppers' health a top priority by providing healthy cooking demonstrations and giving away *Network* educational materials.

WHEN: Fruit and Veggie Fest Hesperia

May 22, 2013

10:00 AM - 2:00 PM

WHERE: Cardenas Market

15555 E. Main Street Hesperia, CA 92345

WHO: Network Nutrition Experts

Local Champions for Change

WHY: California's grocers are on the frontlines of the obesity epidemic, which is why the

Network works with more than 700 stores to help shoppers put healthy foods in their carts and on their tables. Activities like Fruit and Veggie Fest are critical in the battle against obesity, particularly among low-income Californians who are at greater risk.

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Surveys show that retail promotions can have a positive impact on how shoppers spend their food dollars and CalFresh benefits.

VISUALS: Activities include:

- Local Champions for Change sharing tips and ideas to help shoppers learn about healthy and affordable food options
- Shoppers sampling nutritious recipes featuring in-season fruits and vegetables
- Network providing giveaways such as cookbooks and recipe cards

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